

Quick, **efficient conversions**

Market & segment **adaptability**

Recognized around the **world**



RAMADA[®]

BY WYNDHAM

- ⊕ **Over 100%** RevPAR Index outperforms its midscale competition¹
- ⊕ **77%** total central reservation contribution with 42% of total stays contributed by Wyndham Rewards members¹
- ⊕ **Maximizes ROI** right away with minimal up-front investment
- ⊕ **Sensible F&B** and operational requirements drive bottom-line savings

Learn more at superiorlodgingcorp.com/development



CATEGORY

Midscale & Upper Midscale



FOOTPRINT²

- Total Global Hotels: 923
- U.S. Hotels: 317



GUEST AMENITIES

- Market based F&B options include simple breakfast with sundry shop or full-service restaurants
- Meeting room and/or banquet facility
- Fitness center



TYPE

New Construction & Conversion



ROOMS

90-400

RAMADA FRANCHISE FEES¹

- INITIAL FEES ▼ Greater of \$350 per room or \$35,000
- ROYALTY FEE ▼ 4.5% of GRR
- MARKETING/RESERVATION FEE ▼ 4.0% of GRR



THE WYNDHAM ADVANTAGE

Your business, powered by the world's largest hotel company.³ We put owners at the center of everything we do.

- + **AWARD-WINNING REWARDS PROGRAM** with 100M members who stay and spend ~2x more⁵
- + **HEAVILY NEGOTIATED RATES** with quality suppliers and savings of up to 20% off OTAs⁴
- + **HIGH-IMPACT REVENUE DRIVING SERVICES AND SUPPORT** to maximize hotel performance
- + **NEXT-GEN TECHNOLOGY** simplifies owner operations and enhances guest experience



This is not an offer. Federal and certain state laws regulate the offer and sale of franchises. An offer will only be made in compliance with those laws and regulations, which may require we provide you with a Franchise Disclosure Document. For a copy contact us at 22 Sylvan Way, Parsippany, NJ 07054. All hotels are independently owned and operated. © Ramada Worldwide Inc. All rights reserved. ¹FDD dated March 31, 2023. RPI, and Contribution numbers presented are based on averages for certain franchisees in the U.S. during 2022. 59 (44.7%) of the Qualified Franchisees whose data was disclosed in the FDD met or exceeded the RPI presented. 165 (55.4%) and 171 (57.4%) of the franchisees whose data was disclosed in the FDD met or exceeded the CR Contribution and WR member Contribution presented, respectively. Your results may differ. ²As of 12/31/2022. ³Based on number of hotels. ⁴Versus independent or unbranded hotels. ⁵On average across all Wyndham and by Wyndham hotels.